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ISSN:2251 1547

Research Journal of Commerce &amp; Behavioural Science

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# Evaluation of factors influencing impulsive buying behavior at major supermarkets in Developing countries: The case of Gondar City, Ethiopia

Mulugeta Negash, Kopal Gopal, Yeshalem Asmare

## Abstract

*Impulse purchase portrays purchases that shopper makes either without any intention planned before shopping trip and thereby directed to a multifaceted impact on consumers. Impulse buying behavior distresses consumers psychologically and economically when compared to the normal buying behavior. Impulse buying has been studied in Ethiopian context in General and Gondar city supermarket in particular as checked from major academic databases in the world. This study attempts to analyze the impact of internal and external factors on consumer impulse buying behavior at major supermarkets in Gondar city, Ethiopia. The research approach is design is survey. Quantitative data used to measure responses of participants. The population of the study was fourteen major supermarket customers based on sales volume and value added tax registration. The unit of Analysis is supermarkets. The Sample size was calculated scientific rigor and sample has been selected randomly. The statistical analysis method employed in this study are, Factor analysis, and regression. SPSS version 20 has been used as data analysis software. This paper explains how impulse buying behavior is on a great rise due to consumers' mood, design and cover of the product, in store browsing and spent more time in the store. Highlighted recommendations are to be the distinctive promotion schemes of supermarkets should be designed to appeal to customers, and the mood has be accelerated by using the combination of music and lighting in the supermarket.*

**Key Words:** - Consumer Behavior, Ethiopia, Gondar city, Impulsive Buying, Supermarket

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## Refbacks

There are currently no refbacks.



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ISSN : 2251-1547